

**A SYSTEM FOR AND METHOD OF IMPLEMENTING
A CLOSED LOOP RESPONSE ARCHITECTURE
FOR ELECTRONIC COMMERCE**

5 **ABSTRACT OF THE INVENTION**

A closed loop system for and method of delivering information obtained from an information content source to a playback device. The system comprises a mobile-content server and a client platform. The mobile content server comprises a web site, a database, and a server application. The web site is
10 interconnected to the information content and is available for access by a user. The database stores, among other things, user information. The server application operates on the mobile-content server and enables the mobile-content server to: retrieve the user information from the database; retrieve content segments from the information content source; create content packages
15 including at least one content segment; deliver the content package to the client platform; and receive response information from the client platform where the response information is associated with at least one content segment.

The client platform comprises a web browser for interacting with the website operating on the mobile-content server and a client application. The
20 client application operates on the client platform and enables the client platform to: download the content package from the mobile-content server to the playback device; receive response information from the playback device; and deliver the response information to the mobile-content server.